



23RD ANNUAL SALEM FAIR DRAWS RECORD CROWDS

For Immediate Release - July 13, 2010

The Salem Fair closed down on Sunday night, but not before posting gains in attendance and revenue for the second straight year. Fair Manager, Carey Harvey cutter, says attendance for this year's event was up 9 percent over 2009's figures as more than 300,000 folks toured the fair's 14-acre midway at some point during its 11-day run at the Taliaferro Complex.

"We're very gratified that we had this increase in attendance, and I think a lot of that can be attributed to the fact that we didn't raise any prices on the ride wristbands in an effort to keep things affordable," says Harvey cutter.

The opening night of the fair was actually down slightly when compared to a year ago, but attendance picked up considerably leading into and during the Fourth of July weekend. Had it not been for record heat on several days and two nights of rain the gains in attendance would easily have been more than 15-20 percent.

"We think our very aggressive pricing on carnival rides played a big part in this spike," says Harvey cutter. "We also extended ourselves a bit this year with advertising that attracted people from West Virginia, North Carolina, Richmond and Charlottesville."

Gross receipts for rides were also up almost 10 percent over 2009, as this year's fairgoers willingly gave up more than \$800,000 to enjoy the 42 different rides on the midway.

"I think when you offer a quality product like Deggeller Attractions does, the public will respond," says Harvey cutter. "People are looking for worthwhile things to spend their money on close to home and the Salem Fair once again offered a lot of folks an entertainment outlet to do just that."

Contact:

Carey Harvey cutter
City of Salem
Director of Civic Facilities
(540) 375-3004 – office
charveycutter@salemva.gov

Mike Stevens
City of Salem
Communications Director
(540)375-4112 office
(540)353-2041 cell
mstevens@salemva.gov

